

WHAT IS CLAIMED IS:

1. A marketing research method for at least one  
of studying and analyzing a printed matter containing  
visually readable printed image including at least one  
5 of characters and photographic image and an optically  
readable coded image as obtained by encoding the URL to  
be used for specifying an information resource for the  
printed matter on World Wide Web connected to Internet  
by an access device, copies of the printed matter being  
10 distributed to one of specified and unspecified  
persons, said method comprising the steps of:

storing access information obtained for each  
access to the information resource as a result of an  
operation of optically reading said coded image of a  
15 reading device, restoring said URL from the read coded  
image and accessing said information resource  
corresponding to the restored URL by said access device  
connected to said reading device; and

at least one of studying and analyzing the printed  
20 matter by utilizing the access information on the  
accesses as stored in said information resource.

2. The marketing research method according to  
claim 1, wherein said information resource corre-  
sponding to said URL as restored from said coded image  
25 is an information resource adapted to at least one of  
studying and analyzing the printed matter.

3. The marketing research method according to

claim 2, wherein said URL includes ID information for identifying said printed matter.

5 4. The marketing research method according to claim 3, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

10 5. The marketing research method according to claim 1, wherein said URL includes ID information for identifying said printed matter.

15 6. The marketing research method according to claim 5, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

20 7. The marketing research method according to claim 1, wherein said coded image further contains a browser starting program for starting a browser for said access device.

25 8. The marketing research method according to claim 1, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

9. The marketing research method according to claim 1, wherein

if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter is provided with a printed coded image,

the URL contained in each of the coded images includes ID information for identifying the at least one of the article and the advertisement, whichever appropriate.

10. The marketing research method according to claim 1, wherein said information resource is an information resource belonging to the issuer of the printed matter.

11. The marketing research method according to claim 1, wherein

if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter,

said information resource is an information resource belonging to the sponsor of the advertisement.

12. The marketing research method according to claim 1, wherein the access information on the accesses to the information resource includes at least one of number of accesses, date and time of each of the

accesses and data on each of persons who accessed.

13. The marketing research method according to claim 1, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

14. A printed matter having copies to be distributed to at least one of specified and unspecified persons and to be used for a marketing research, said printed matter comprising:

10 a part carrying visually readable printed image including at least one of characters and photographic image; and

15 a part carrying an optically readable coded image as obtained by encoding the URL to be used for specifying an information resource for the printed matter on World Wide Web connected to Internet by an access device, wherein

when said coded image is optically read by a reading device, said URL is restored from the read coded image and said information resource corresponding to the restored URL is accesses by said access device connected to said reading device, access information on the accesses in said information resource is utilized for a marketing research for at least one of studying and analyzing the printed matter.

15. The printed matter according to claim 14, wherein said information resource corresponding to said

URL as restored from said coded image is an information resource adapted to at least one of studying and analyzing the printed matter.

5        16. The printed matter according to claim 15, wherein said URL includes ID information for identifying said printed matter.

10        17. The printed matter according to claim 16, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

15        18. The printed matter according to claim 14, wherein said URL includes ID information for identifying said printed matter.

20        19. The printed matter according to claim 18, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

25        20. The printed matter according to claim 14, wherein said coded image further contains a browser starting program for starting a browser for said access device.

21. The printed matter according to claim 14, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

5 22. The printed matter according to claim 14, wherein

if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown  
10 on the printed matter is provided with a printed coded image,

the URL contained in each of the coded images further includes ID information for identifying the at least one of the article and the advertisement,  
15 whichever appropriate.

23. The printed matter according to claim 14, wherein said information resource is an information resource belonging to the issuer of the printed matter.

20 24. The printed matter according to claim 14, wherein

if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter,

25 said information resource is an information resource belonging to the sponsor of the advertisement.

25. The printed matter according to claim 14,

wherein the access information on the accesses to the information resource includes at least one of number of accesses, date and time of each of the accesses and data on each of persons who accessed.

5           26. The printed matter according to claim 14, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

10           27. An information resource to be used in a marketing research for at least one of studying and analyzing a printed matter containing visually readable printed image including at least one of characters and photographic image and an optically readable coded image as obtained by encoding the URL to be used for  
15 specifying an information resource for the printed matter on World Wide Web connected to Internet by an access device, copies of the printed matter being distributed to one of specified and unspecified persons, the marketing research utilizing access  
20 information obtained for each access to the information resource as a result of an operation of optically reading a coded image of a reading device, restoring the URL from the read coded image and accessing said information resource corresponding to the restored URL  
25 by said access device connected to said reading device; said information resource comprising:

information transmission means for transmitting

the information to be displayed on said access device  
in response to an access by said access device; and  
storage means for storing the access information.

28. The information resource according to  
5 claim 27, wherein said information resource is an  
information resource belonging to the issuer of the  
printed matter.

29. The information resource according to  
claim 27, wherein  
10 if a plurality of printed matters containing a  
same advertisement is involved and the advertisement of  
each of the printed matters is accompanied by a coded  
image specific to the printed matter,  
said information resource is an information  
15 resource belonging to the sponsor of the advertisement.

30. The information resource according to  
claim 27, wherein the access information on the  
accesses to the information resource includes at least  
one of number of accesses, date and time of each of the  
20 accesses and data on each of persons who accessed.